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## **Getting to Know Products and Online Marketing Business Actors in Desa Labuan**

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### **Abstrak**

Mengenal produk dan pemasaran produk merupakan bagian yang penting dari suatu usaha perdagangan. Desa Labuan dengan mayoritas penduduk sebagai pedagang perlu untuk mengetahui pentingnya mengenal produk dan melakukan pemasaran khususnya pemasaran secara online. Pelaksanaan kegiatan ini dilakukan dengan tahapan survey, sosialisasi, pemaparan hasil survey dan diskusi serta pendampingan. Hasil dari kegiatan ini adalah para pelaku usaha lebih dikenalkan tentang produk berikut pemasarannya serta pentingnya membuat keunikan dari suatu produk sehingga menimbulkan rasa antusias bagi konsumen serta agar pelaku usaha dapat bertahan di persaingan pasar yang ada.

**Kata kunci:** *Pemasaran, Produk, Online*

### **Abstract**

*Knowing the product and product marketing is an important part of a trading business. Desa Labuan with the majority of the population as traders needs to know the importance of knowing products and doing marketing, especially online marketing. The implementation of this activity is carried out with the stages of survey, socialization, presentation of survey results and discussion and mentoring. The result of this activity is that business actors are introduced to products and their marketing as well as the importance of making the uniqueness of a product so that it creates enthusiasm for consumers and so that business actors can survive in the existing market competition.*

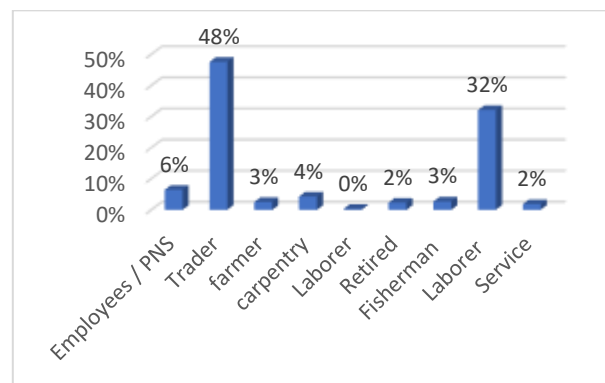
**Keywords :** *Marketing, Products, Online*



## Introduction

Sultan Ageng Tirtayasa University is one of the universities in Banten Province and has the obligation to carry out education, teaching and research as well as community service. In the education process, students must take Community Work Lectures (KKM), namely community service activities.

Desa Labuan is one of the villages located in Desa Labuan, Kabupaten Pandeglang, Banten Province. The population of Desa Labuan is approximately 1,546 people, located in 14 RW / 53 RT. Desa Labuan is located near the coast, however the majority of Desa Labuan residents work as traders. Based on information from the Desa Labuan website in graph 1, the majority of Desa Labuan residents work as traders, which is 48%.



Source: <http://www.labuan-labuan.desa.id>, 2022

Figure 1. Graph of Community work in Desa Labuan

Desa Labuan became one of the villages that was asked for the availability of the Research and Community Service Institute (LPPM) of Sultan Ageng Tirtayasa University so that the KKM group 94 students could carry out community service activities. This service activity is carried out for 1 month, from January 12, 2022 – February 11, 2022 (31 Days). The group KKM activity was guided by the field supervisor of Sultan Ageng Tirtayasa University as a representative of the LPPM of Sultan Ageng Tirtayasa University.

One of the activities of the KKM group 94 in Desa Labuan is community economic empowerment, namely by organizing activities targeting business actors or traders as well as people who want to start a trading business. The activity was held on Saturday, January 29, 2022 with the theme "Product Introduction and Marketing".

The activity with this theme is important as an effort to provide a correct understanding as well as an effort to maintain the existence of traders so that they have competitive and technology-based products and have business sustainability so that they are right on target and have an optimal impact on the welfare of the community (Purwaningsih, E., Muslikh, 2018).

The problems faced by every trader in running their business in general include there is no organized community of traders, access to information technology has not been utilized, there is no brand, as well as limited product marketing reach and low

marketing management competence. These problems result in the low competitiveness of the products produced. Regarding these problems, we help overcome problems, according to the main priority needs of business actors related to product introduction and marketing so that they are better known to the market.

With the condition of traders whose management is still conventional, to increase the number of sales, it is necessary to optimize marketing not only offline but also online. The product brand seems to have not been widely recognized by the public. Most of the traders are home industries that can develop well by following the times by following product developments and using technology (Purwaningsih, E., Muslikh, 2018).

Brands are a way of business to be able to compete globally that can produce an impression that attracts consumers' interest (Indira Hastuti, 2019). Considering that currently consumers do not only consider the taste but also the aesthetics of the product to be purchased (Irawan, D., & Affan, 2020) Branding a product is an activity to give identity to a product and present or communicate it so that it can survive in the long term. (Muntazori, A. F., Listya, A., & Qeis, 2019).

The benefits of branding on products are to simplify the search or handling of a product, a company for the unique features or aspects of a product, represent consumer confidence, and provide income security for a more lasting future. Brands also function to distinguish the production, products, and services of a company from other companies of the same or similar type (Krishnasari, E. D., & Baskoro, 2015). The mark guarantees the value (quality) of the products and services concerned, provides protection, and guarantees the quality of products and services, as a means of promotion for producers, traders, or companies that trade goods or services, as a symbol to expand the market, and stimulate industrial growth. and healthy trade that benefits all parties (Haryadi, 2017).

From the explanation above, to the problems and needs of business actors, a better understanding of products and online marketing is needed, so this activity is very important to provide a correct understanding and give the participants the courage to start a more modern marketing strategy.

### **Implementation Method**

This activity will be held on Saturday, January 29, 2022 at the Desa Labuan Hall, which is located at Jl. Gen. Ahmad Yani No.229, Labuan, Kabupaten Pandeglang, Banten with 34 participants. The activity was attended by the Village Head (Mr. Dedi Supriyadi), Untirta Lecturer (Mr. Tri Wahyudi) and Practitioners (Mr. Choirul Huda and Ms. Ninda Ayu Ningtiyas) and the Community Work College (KKM) students of Group 94 Untirta. At the beginning, the survey was conducted by distributing questionnaires containing the understanding of product marketing conditions to the participants, then followed by socialization about product introduction and product marketing. After the socialization, there was a re-exposure to the survey results and followed by a question-and-answer session. The survey data contains an initial understanding related to product definitions, product types, product parts, marketing definitions, types of marketing, and others. The results of the discussion from the survey conducted after the socialization were used as part of the evaluation of the success of this activity.

After this activity was completed, mentoring activities were continued through whatapps media which would later be facilitated by students of the 94-community work class at Sultan Ageng Tirtayasa University. Assistance is needed to provide confidence

and certainty to participants to dare to make changes, especially in terms of product characteristics and online marketing. The following is table 1, the implementation method used in service activities in Desa Labuan.

Table 1.  
Implementation Method to be used

Target	Implementation Methodology
Business actors in Desa Labuan	1. Initial introduction survey (Questionnaire)
Desa Labuan residents who want to study or start entrepreneurship.	2. Socialization
	3. Discussion of the results of the questionnaire
	4. Discussion
	5. Assistance via whatsapp group.

Source: processed data, (2022)

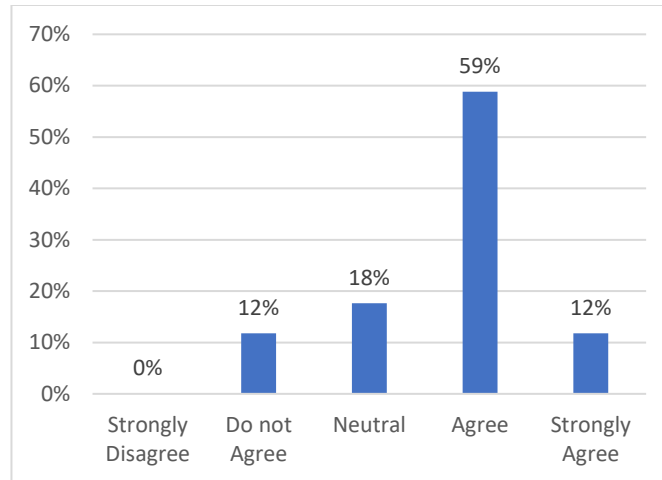
## Result and Discussion

Documents of activities that will be held on Saturday, January 29, 2022 at the Desa Labuan Hall, which is located at Jl. Gen. Ahmad Yani No.229, Labuan, Kabupaten Pandeglang, Banten with 34 participants. The activity was attended by the Village Head (Mr. Dedi Supriyadi), Untirta Lecturer (Mr. Tri Wahyudi) and Practitioners (Mr. Choirul Huda and Ms. Ninda Ayu Ningtiyas) and the Community Work College (KKM) students of Group 94 shown in Figure 2.



Figure 2. Documentation of Community Service Activities in Desa Labuan

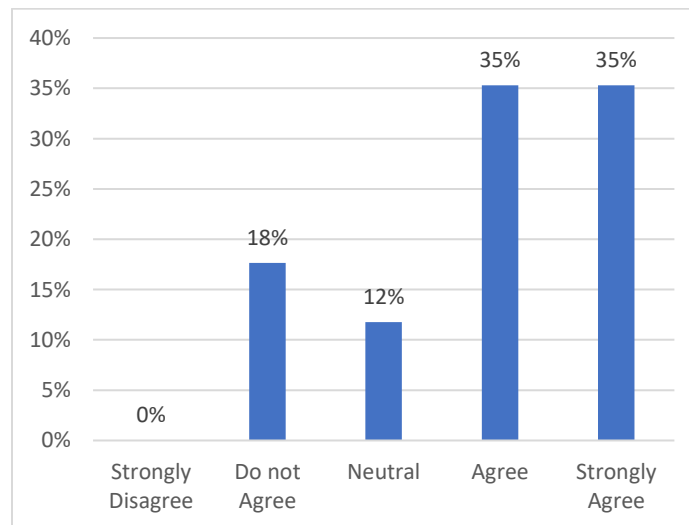
Community service activities in Desa Labuan have quite diverse results and discussions. The first analysis related to the results of a survey of 34 participants who took part in community service activities is an understanding of the importance of the merchant community in Desa Labuan which can be seen in figure 3 and the results show that the participants agree that there is a merchant community and that becomes a very important part, namely by obtaining as much data as possible. 59%, while the rest are evenly distributed in disagree and neutral, which are each below 20%.



Source: Processed data, 2022

Figure 3. Graph of The Importance of the Desa Labuan Merchant Community

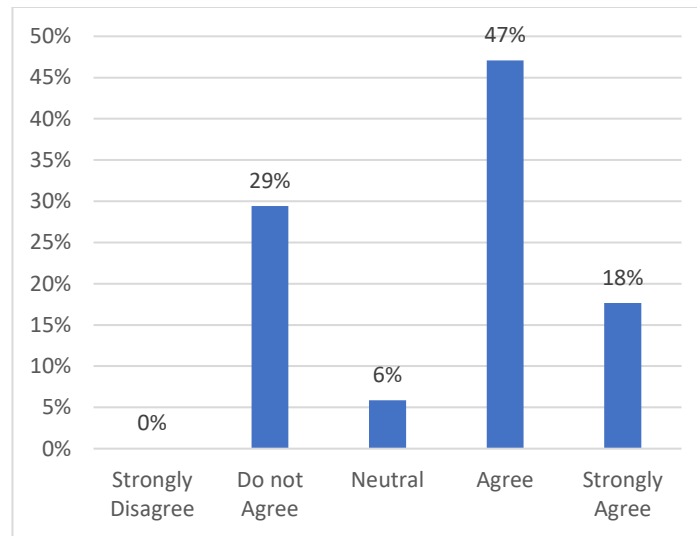
The second analysis relates to the results of a survey of 34 participants who took part in community service activities with the question of whether the products sold are known by the public with their uniqueness, as shown in Figure 4. is 18%, while those who agree and strongly agree that the product is known and carry out identity renewal are 70%.



Source: Processed data, 2022

Figure 4. Graph of The products sold are known by the public for their uniqueness

The results of the third analysis related to the results of a survey of 34 participants who took part in community service activities, it is enough to sell offline without selling online can be seen in figure 5.



Source: Processed data, 2022

Figure 5. Graph of Selling offline without selling online

Based on the results of the third analysis of the data collected as shown in graph 4, business actors tend to agree and strongly agree to choose offline sales over online sales with a fairly high percentage of 47% and 18%, while those who prefer to be able to make online sales only by 29%.

Activities carried out after conducting a survey by filling out google forms are socialization related to product introduction and online marketing. Products must be competitive and based on technology and must have business sustainability. Good competitiveness, of course, with those who have quality and have innovations from time to time, not only in terms of materials and preparations but also in terms of packaging.

Marketing optimization is needed not only with offline marketing but also online marketing. Marketing will be better if it is supported by up-to-date brands so that the product will be more impressed by the wider community. Nowadays consumers not only consider the taste but also the aesthetics of the product to be purchased. Product branding is an activity to give identity to a product and present or communicate it so that it can survive in the long term.

The online system usage training activity was chosen because some of the advantages of online business include: no time limit, no place limit, operational cost efficiency, ease of product marketing strategy, ease of organization and product management, ease of inventory control management, ease of human resource management, productivity increases, makes it easier to conduct marketing research, provides unlimited benefits, and eases monitoring. These factors are very supportive of the success of online marketing. Another thing that needs to be considered in using e-commerce sites as a means of marketing superior products for business actors is marketing that can be easily accessed by the public, and has elements that are easy to pronounce, easy to remember, and easy to type.

The next activity after socialization about product introduction and marketing is to conduct interactive discussions. Some participants experienced difficulties in designing products to be better and in starting to register products on the marketplace. From the

existing discussions, it will be continued with assistance by fellow students until the time of the implementation of student work lectures, so that the results expected by the participants of the activity can be maximized and realized properly.

### Conclusion

Activities in the context of product introduction and online marketing through the stages of survey, socialization, presentation of survey results and discussions and mentoring. The activity went well and contributed to the form of understanding and courage for the participants to start a more modern marketing strategy. Product introduction and online marketing are 2 (two) things that cannot be separated in today's era to remain competitive and to maintain business continuity. Suggestions and recommendations for the next service, namely in carrying out community activities to conduct an initial survey to identify the daily activities of the community so that it is right on target in carrying out activities.

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